

HEART OF LONDON



SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

2021-2022

2021-2022



Paddington Bear, and Huge Bonneville, Scenes In The Square, Leicester Square

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INTRODUCING HEART OF LONDON

The Heart of London Business Alliance (HOLBA) is a not-for-profit organisation representing over 100 property owners and 600 businesses in London's vibrant West End.

HOLBA's mission is to support the wellbeing of its members, champion change and promote the West End through compelling campaigns, engaging and immersive events and mutually beneficial strategic partnerships.

London's West-End is one of the world's premium visitor destinations, and HOLBA is here to deliver activations that deliver value for all its members and partners.

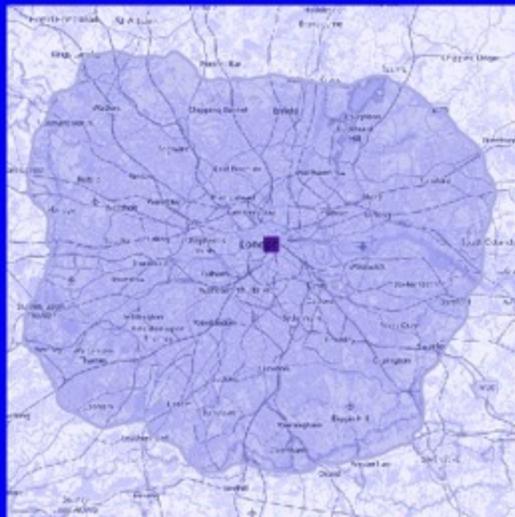


Star Wars World Premiere - Leicester Square

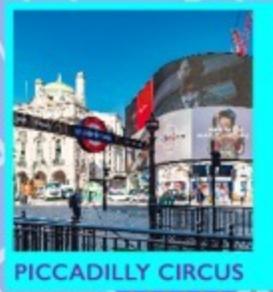
World Class Locations include:

- Leicester Square
- Piccadilly Circus
- Shaftesbury Avenue
- Charing Cross Road
- Piccadilly
- St Martins Lane
- Jermyn Street
- Haymarket

The Heart of London – Location Map



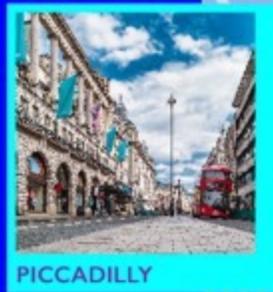
JERMYN STREET



PICCADILLY CIRCUS



ST MARTIN'S LANE



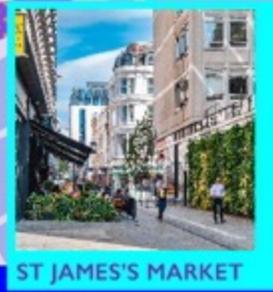
PICCADILLY



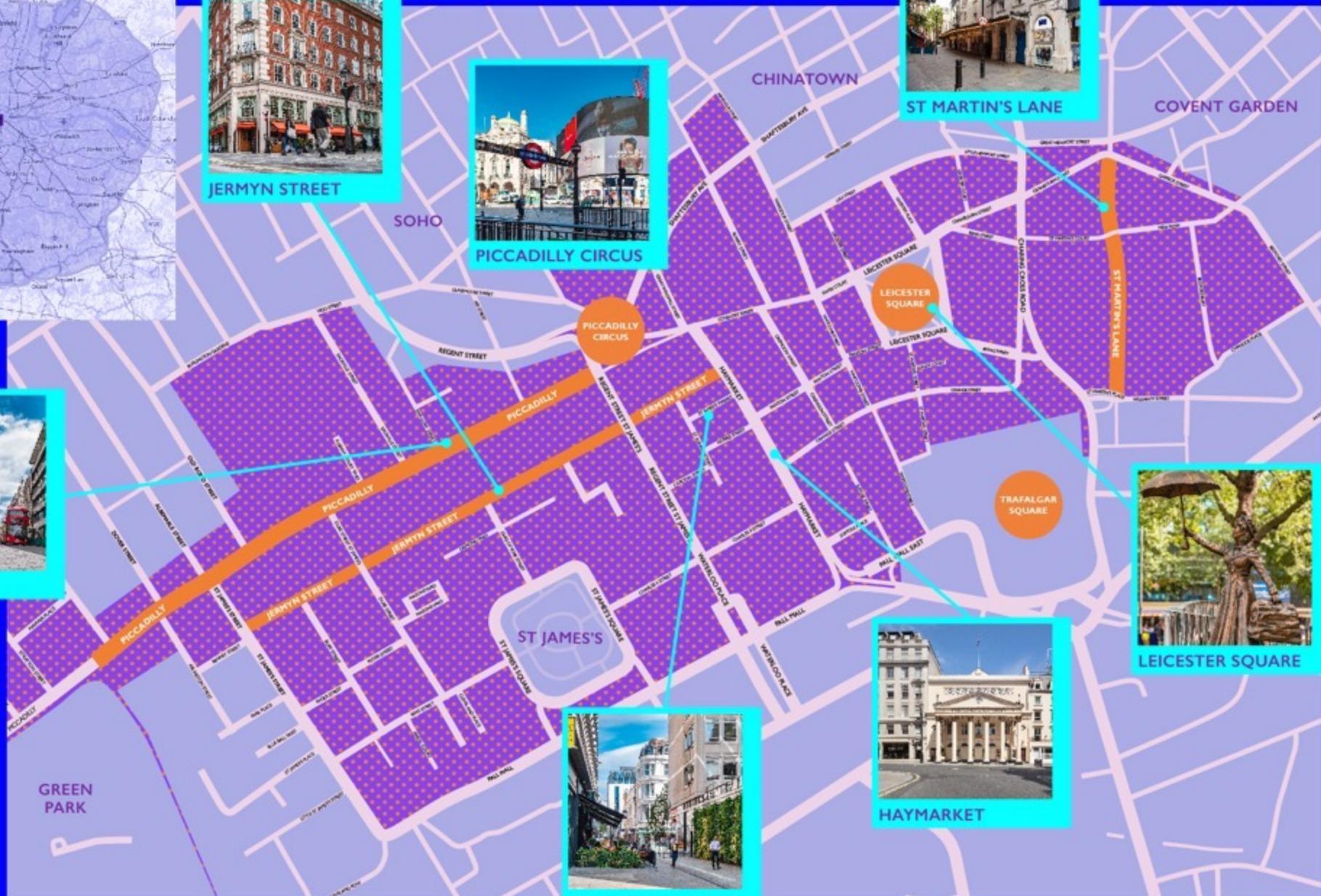
LEICESTER SQUARE



HAYMARKET



ST JAMES'S MARKET



WHY PARTNER WITH HEART OF LONDON

- Unrivalled consumer engagement and branding opportunities in one of the World's leading visitor destinations
- Association and collaboration with many of the UK's most respected cultural institutions and businesses
- Opportunity to develop and create bespoke events and consumer experiences in the heart of London
- Brand association with the entertainment and cultural sector, supporting its return following Covid-19

Shaftesbury Avenue

SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



Art of London



Scenes in the Square



Pop-up Experiences



Christmas Lights



Brand Experiences



Street Takeovers



art of
london

Partnership Opportunities

art of
london

ART OF LONDON

The New Cultural Brand for London's West End

Created by Heart of London Business Alliance in partnership with some of the UK's leading cultural institutions, Art of London is a major new consumer arts initiative, championing the cultural sector, celebrating art in every form and showcasing the vital role culture has to play in society.

English National Opera



The Royal Academy of Arts

Art of London will be promoted through:

- Dedicated Website
- Dedicated Social Media Channels
- 12 Month PR and Marketing Campaign
- Monthly events
- Summer Arts Festival

THE ART OF LONDON FESTIVAL

The Art of London Festival will see the London's West End transformed into a world-class gallery without walls throughout June 2021.

Visitors will be invited to explore the network of unique cultural neighbourhoods through discovering major new public art commissions, socially distanced cultural events, pop-up performances and culturally relevant brand experiences.



Grayson Perry installation on Piccadilly

Current *Art of London* partners include the following leading organisations:



Augmented Reality Gallery Installation



SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

HEADLINE PARTNER

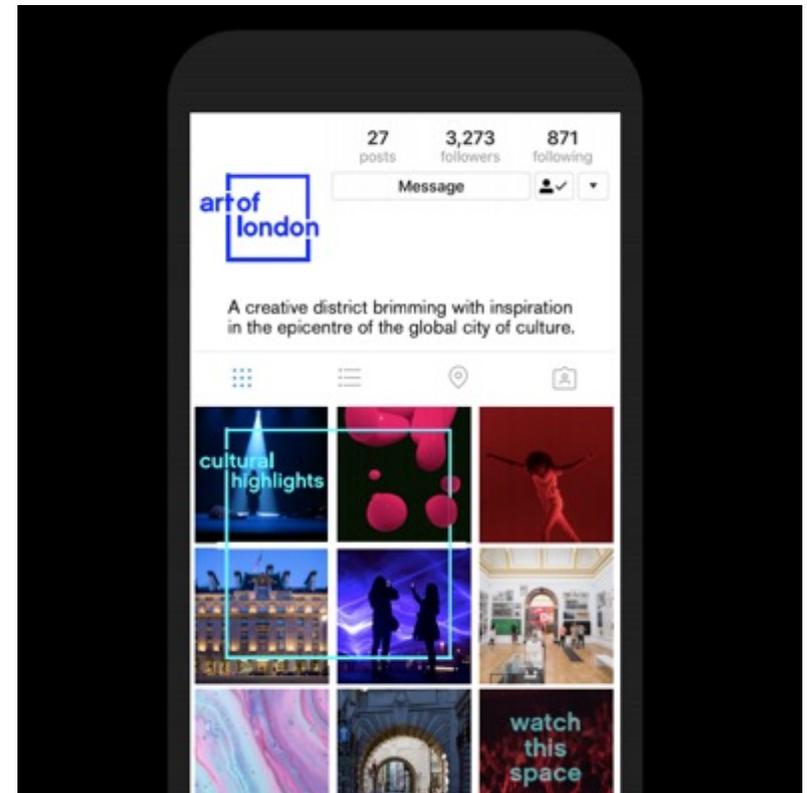
Headline partnership across all Art of London activity, including title branding on all marketing materials, brand inclusion in all out of home and digital advertising, creation of branded events and experiences, unique access to VIP events and curatorial input into Summer festival and monthly activations.



SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

SUPPORTING PARTNER

Supporting partners will receive brand presence across Art of London website and social media channels, the opportunity to create branded events and experiences, and access to VIP events for their guests.



SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

BRAND ACTIVATION PARTNER

Brand activation partners are able to work with Art of London throughout the year to develop specific brand led activations in the heart of London's West End, offering branding, participation and engagement with a culturally engaged global audience.

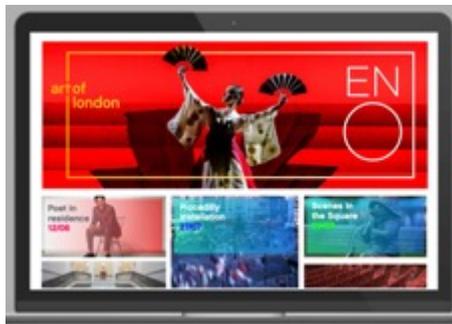
This might include working in partnership with Heart of London members to create events, experiences or activations.



To discuss partnering with Art of London please contact Lawrence.Francis@premiercomms.com to discuss the possible packages

MARKETING AND PROMOTION

The Art of London Festival be promoted via the dedicated Art of London channels, offering all collaborators, partners and Heart of London members significant marketing value. The integrated campaign will incorporate:



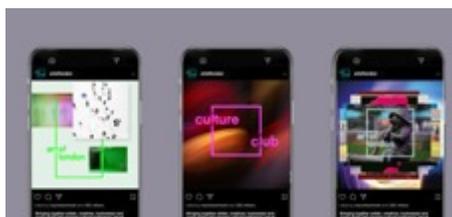
Dedicated website and app



PR campaign



OOH Advertising



Dedicated social channels



Media Partnerships



Street Team

art of
london

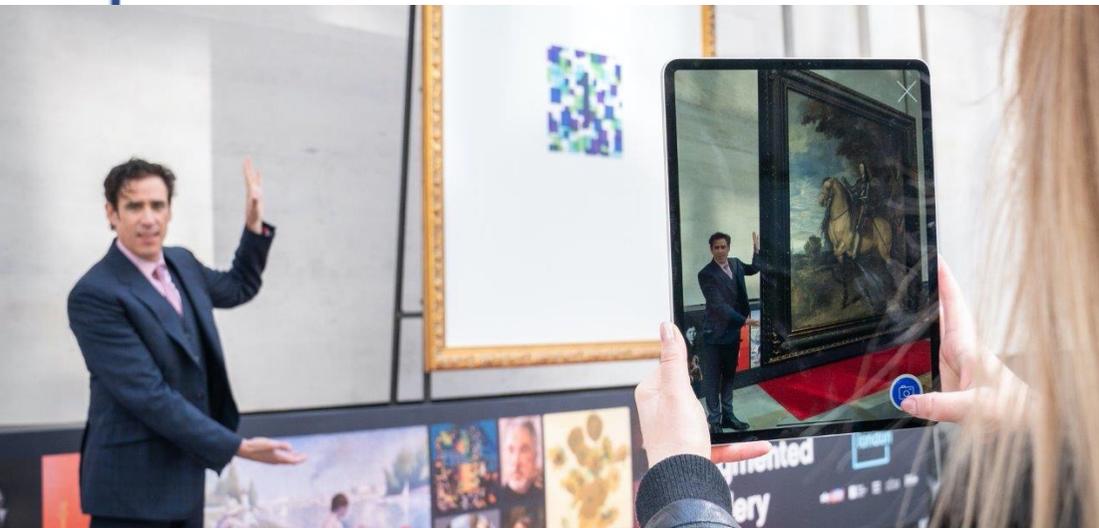
CASE STUDY:

THE AUGMENTED GALLERY



To launch the Summer 2021 Art of London season we partnered with Sky Arts to create the world's first interactive augmented reality art gallery.

Using the latest cutting edge technology, the trail brings together for the first time the collections of The Royal Academy, The National Gallery and The National Portrait Gallery to create an interactive art trail animating the streets of London's West End.



The project achieved widespread national and international coverage for lead partner Sky Arts, including broadcast pieces on [Good Morning Britain](#), [Sky News](#), BBC News, ITV News and BBC London, print and online coverage in a range of national newspapers and in depth features on BBC radio.

This fully integrated partnership delivered 31 pieces of coverage with a media reach of over 156 million, showcasing how we can work with your brand to create bespoke activations to reach mass audiences.

28 METRO | Friday, May 14, 2021
WEEKEND

1. SIR TOM JONES BY DUNCAN SHOOSMITH
 The winner of Portrait Artist Of The Year was commissioned to do Sir Tom for the National Museum of Wales.

2. SUNFLOWERS BY VINCENT VAN GOGH
 One of the most famous paintings in the world, as seen in the National Gallery.

3. BATHERS AT ASNIERES BY GEORGES SEURAT
 The campaigner captured in dramatic black and white from the National Portrait Gallery.

4. MALALA YOUSAFZAI BY SHIRIN NESHAT
 The campaigner captured in dramatic black and white from the National Portrait Gallery.

5. SPRING BY MARY MOSSER
 A lovely bouquet from the Royal Academy collection.

STEPHEN MANGAN TELLS SIMON GAGE HOW THE AUGMENTED GALLERY APP WILL MAKE ART MORE ACCESSIBLE.

State of the art...

‘I’M NOT an expert on art,’ protests writer, actor, comedian and presenter of Sky Arts’ smash hit Portrait Artist Of The Year, Stephen Mangan. Which, you would think, might make him a strange choice to inaugurate a huge outdoor art trail called Augmented Gallery, launched last week in the first ever collaboration between the National Gallery, National Portrait Gallery and Royal Academy of Arts. But it’s actually what makes him perfect.

‘I think a lot of people find art a bit intimidating,’ he says, minutes after arriving.

‘It’s OK to love some stuff and hate other stuff. It doesn’t mean you have bad taste!’

It’s one of 20 masterpieces by names from Titian to Van Gogh, Tracy Emin to some of the winners of Portrait Artist Of The Year, scattered around London’s West End that you can visit, click into and examine, even in close detail using a free-to-download app, on which you’ll find commentaries on the works from Stephen, James Acaster and some people who actually know about art.

It’s like having your own private tour of a painting, says Stephen. ‘Galleries can be intimidating. You go in and there are 2,000 paintings hanging on the wall and you don’t even know where to begin. I’ve quickly become overwhelmed by wall after wall. This is like someone taking you by the hand and saying, ‘OK, we have 20 paintings to look at and this is why this is interesting.’

Ros Morgan, Chief Executive of Heart of London Business Alliance, says: ‘We set about thinking how we engage with a younger audience, maybe people who think they don’t like art but maybe because they haven’t had the opportunity.’

‘So we thought, let’s let the art spill out onto the street. The app also makes the art weeks a bit more intriguing, in that you won’t know what you’re getting until you point and click.’

‘It’s more fun,’ says Ros. And the look like pieces of art themselves: ‘A lot of people feel that you need a certain amount of knowledge to enjoy art,’ she says. ‘Stephen, who’s filling the void for the next series of Portrait Artist Of The Year, ‘Or you don’t like the “right things” but what I’ve learnt is that any reaction to art is valid. It’s OK to love some stuff and hate other stuff. It doesn’t mean you have bad taste.’

And whether it’s Van Gogh’s famous Sunflowers from the National Gallery, a portrait of Nile Rodgers from Portrait Artist Of The Year or Seurat’s strange and lovely post-impressionist masterpiece Bathers at Asnières, there’s bound to be something you love

Augmen Gallery

including broadcast pieces on

itv NEWS

sky news FTSE 7044.54
 UK TOTAL 2nd DOSES 15,887,493

sky news

AUGMENTED ART THE ONE-MILE LONG OUTDOOR PUBLIC TRAIL RI AUGMENTED REALITY VERSION OF TWENTY ART

09:49 FRENCH MARITIME POLICE HAVE CONFIRMED THE PATROL VESSEL ATHOS IS ABOUT TO

BBC NEWS

EXPRESS Home of the Daily and Sunday Express

Evening Standard

CULTURE | EXHIBITIONS

Augmented art brings old masters to the streets of the capital

VIEW COMMENTS

Stephen Mangan unveils The Augmented Gallery, marking the launch of art of London, a new cultural initiative for the West End / Scott Garritt/PinPep

By Robert Dex @RobDexES | 07 May 2021

Some of London’s biggest galleries have joined forces to use augmented reality technology to bring art outside their buildings.

John Lewis & Partners

CENTRAL LONDON

THE Sun

LONDON ON THE INSIDE

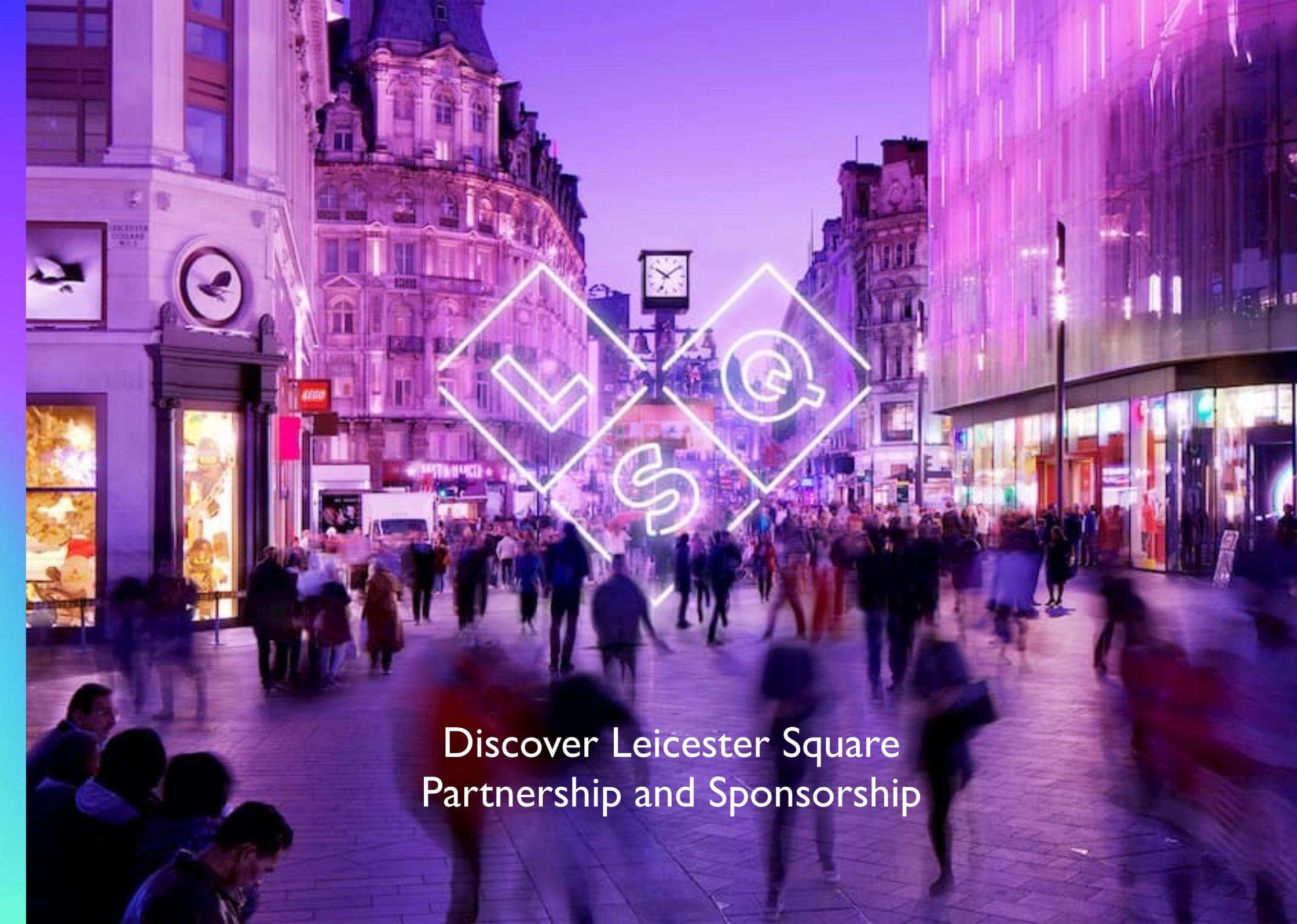
Fiona Alderton discussing Self Portrait as St. Catherine of Alexandria by Artemisia Gentilesch

GO ON AN AUGMENTED REALITY ART TRAIL IN THE WEST END

DAILY STAR

itv STUDIOS LONDON LIVE CENTRAL LONDON

HAPPENING TODAY



Discover Leicester Square
Partnership and Sponsorship

Leicester Square

SCENES IN THE SQUARE

Celebrating the home of cinema

Scenes in the Square was launched in February 2020 and has already established itself as one of London's must-visit tourist destinations.

Featuring a trail of 9 interactive statues representing iconic figures from the world of film and entertainment, Scenes in the Square gives visitors to the West End of London the opportunity to immerse themselves in the home of film and entertainment.



Paddington



Harry Potter

Leicester Square

SCENES IN THE SQUARE – Selected Press

Bonneville unveils cinema bronze trail
HUGH BONNEVILLE was reunited with Paddington, and a plate of marmalade sandwiches, as he helped unveil cinema statues in Leicester Square. The eight bronzes have film premieres. Bonneville, in the Paddington films, said: "The global response has been fantastic."

Paddington Bear, Bugs Bunny and Mary Poppins in Leicester Square!
Statues of famous film characters have been unveiled in Leicester Square to celebrate London's film industry through the years.

Paddington statue unveiled in Leicester Square

Hugh sandwiches in a tribute to Paddington
A WIFE later always keeps a marmalade sandwich on the go... and it looks as if Paddington had plenty of time to eat his sandwich for Brown during a statue unveiling ceremony yesterday. Hugh Bonneville, the actor who played Henry, the head of the Brown family in the Paddington films, unveiled a bronze statue to mark a century of London's film industry. The bear was welcomed in Leicester Square by the statue of the film's star, Mary Poppins. Gene Kelly, Laurel and Hardy, Bugs Bunny, Wonder Woman and Batman. Bonneville said: "It's going to bring a lot of joy to a lot of people who will have their lunch."

In pictures: statues of cinematic heroes in Leicester Square

Leicester Square Has A New Statue Trail Featuring Everyone's Favourite Film Characters

Iconic Film Character Statues Unveiled in Leicester Square

Hugh Bonneville tucks into a marmalade sandwich with a Paddington Bear statue at new interactive trail in London

Century of cinema celebrated in Leicester Square with bronze statues

Leicester Square's new statues celebrate icons from Gene Kelly to Paddington Bear

Silent Movie Stars Unveiled in Leicester Square, Statues of Seven Screen Icons

Iconic Film Scenes Brought to Life in Leicester Square, London

Paddington statue unveiled in Leicester Square

Marking a century of cinema

Good Morning Britain

itv2

Mail Online

ITV LONDON

THE TIMES

BBC LONDON

METRO.co.uk

heart

LONDON LIVE

DAILY EXPRESS

Daily Mail

Leicester Square SCENES IN THE SQUARE

Partnership Opportunities

Heart of London is open to applications from entertainment brands and IP owners for temporary statues that can join our trail.

Representing an unrivalled PR opportunity to celebrate new releases, anniversaries or iconic brands from the entertainment world, Scenes in the Square is London's answer to the Hollywood Walk of Fame.



Mary Poppins



Laurel & Hardy



Bugs Bunny



Heart of London

Sponsorship & Partnership
Opportunities



BRAND EXPERIENCES

The Heart of London is able to offer a wide range of locations and venues for bespoke brand experiences. Working in partnership with property owners and Westminster Council, Heart of London will find a creative solution to enable you to bring your brand into the thriving heart of London's West End.

Locations might include:

- Squares and Gardens
- Streets
- Retail Spaces
- Cinemas and Theatres
- Bars and Restaurants



Art of London – Augmented Gallery

To discuss your brand experience plans please do not hesitate to contact us to find out more about how Heart of London can help bring your experience to life.



STREET TAKEOVERS

For brands wanting to make a real impact a take-over of one of London's most iconic streets or destinations can be truly transformative activation. Heart of London can facilitate a wide range of street and destination takeovers, including street closures, public events, flags and banners.

To discuss your requirements and ideas and to work with the Heart of London creative team to explore the options please do not hesitate to get in touch.



Toy Story 4 Premiere – Leicester Square



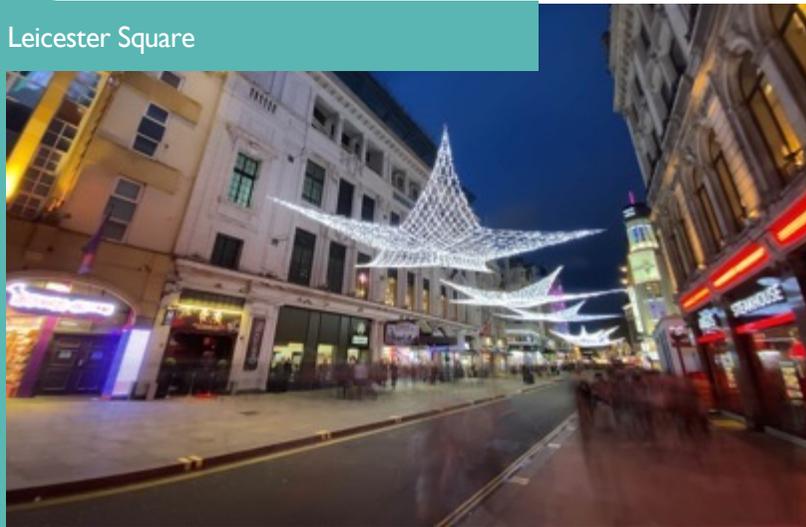
CHRISTMAS LIGHTS

The Heart of London operates some of London's most iconic festive light displays.

We are now open to working with strategic partners to develop bespoke Christmas installations, incorporating your brand. The Heart of London team can work with you to develop creative and spectacular branded installations in some of the most visited streets in the UK.

Christmas Light Partnership Opportunities include

- Leicester Square
- Piccadilly
- Coventry Street
- Site Specific installations



If you are interested in discussing the options please do not hesitate to get in touch.



CONTACT

To discuss any of the opportunities outlined in this document please get in touch

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